

ORDER



Orders
Order / Rev: 707798
Alt Order #: 06286905
Product Desc: SHERROD BROWN/SENATE
Estimate:
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Friends of Sherrod Brown
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	20	\$19,000.00	\$16,150.00
08/27/12	08/27/12	4	\$3,750.00	\$3,187.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	20	\$19,000.00	\$16,150.00	0.00
September 2012	4	\$3,750.00	\$3,187.50	0.00
Totals	24	\$22,750.00	\$19,337.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/21/12	08/24/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	8	\$1,000.00	P-2	0.00	NM	8	\$8,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- TWTF - -					8	\$1,000.00		0.00			
2	WKYC	08/27/12	08/27/12	M-F 7-9a Today Today Show	CM	7a-9a	M- - - - -	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M- - - - -					2	\$1,000.00		0.00			
3	WKYC	08/21/12	08/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- TWTF - -					4	\$1,000.00		0.00			
4	WKYC	08/27/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M- - - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M- - - - -					1	\$1,000.00		0.00			
5	WKYC	08/21/12	08/24/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- TWTF - -					4	\$750.00		0.00			

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 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
6	WKYC	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$750.00	P-2	0.00 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1			\$750.00		0.00			
7	WKYC	08/25/12	08/25/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S-		2			\$1,000.00		0.00			
8	WKYC	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$1,000.00		0.00			
9	WKYC	08/26/12	08/26/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----S		1			\$1,000.00		0.00			
Totals													24	\$22,750.00